Dear Consumer,

We are conducting a survey among cigarette smokers and you have been chosen to be one of a select group to help us.

Won't you please answer the questions on the attached pages now, your answers are very important and valuable to us. It should only take about five minutes of your time. When you have finished, please mail the questionnaire back to us, using the enclosed stamped addressed envelope.

Just to demonstrate how much your opinion counts, we will send you $2.00 in cash as a token of our appreciation for your time.

Since we really look forward to getting your opinions as soon as possible, we would greatly appreciate if you would send back the completed questionnaire as soon as possible.

Again, many thanks.

Sincerely,

Zack Charles

Zack Charles

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Source: https://www.industrydocuments.ucsf.edu/docs/lxhj0004